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SERVING THE NATIONAL SUGARBEET INDUSTRY

# Sugar

PRODUCER

## 2012 MEDIA KIT

THE SUGARBEET INDUSTRY'S  
MOST TRUSTED INFORMATION SOURCE

Do You  
**Know**  
this  
**Man?**



# READER SURVEY

Sugarbeet Growers Respond



This man is a sugarbeet grower, looking for IDEAS to help him produce a better crop. He is a *Sugar Producer* Reader

## MEET THE SUGARBEET GROWER – EXPERIENCED, AFFLUENT

- 51 years old
- 77% have grown sugarbeets 16 years or longer
- 63% have farm operations over 1,000 acres
- 83% are from a sugarbeet-growing family
- 43% have a sugarbeet operation over \$1 million or more
- 63% have a sugarbeet operation over \$500k or more

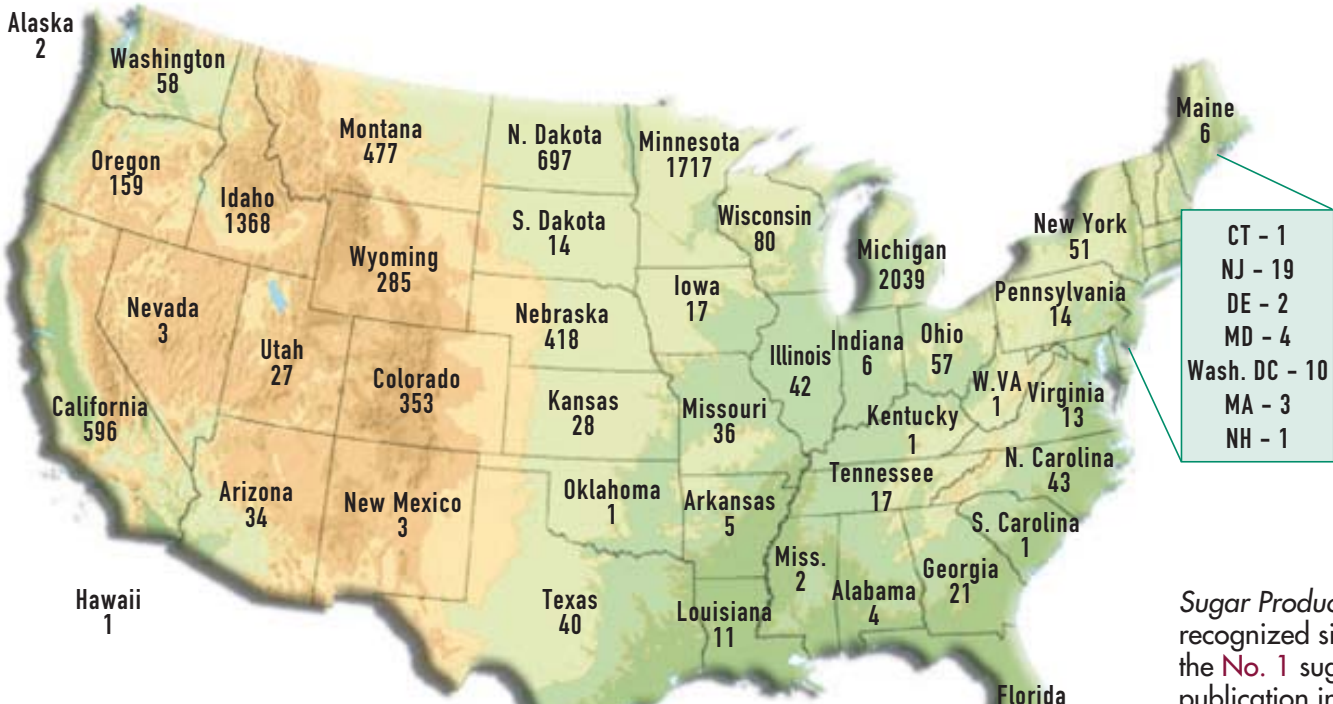
## WHAT ARE GROWERS GOING TO BUY IN THE NEXT TWO YEARS?

Irrigation products . . . . .	46%	Chemical/fertilizer sprayer . . .	25%
Pickup truck . . . . .	45%	Self-unloading truck bed . . .	24%
Used tractor . . . . .	40%	Irrigation pump . . . . .	18%
ATV vehicle . . . . .	39%	Precision Ag - Harvester . . .	18%
Precision Ag - Tractor . . . . .	37%	Chemical injection/ metering pump . . . . .	13%
Center pivot system . . . . .	33%	Wheel line system . . . . .	12%
Belted chain . . . . .	32%	Automatic truck tarper . . . .	12%
Defoliator/Shredder . . . . .	32%	Combination truck bed . . . . .	9%
Tandem-axle truck . . . . .	30%	Moisture sensors . . . . .	8%
Semi-trailer . . . . .	29%		
New tractor . . . . .	28%		

**COMPLETE READER SURVEY:**  
[www.sugarproducer.com/readersurvey](http://www.sugarproducer.com/readersurvey)

# CIRCULATION

The Most Current Circulation in the Sugarbeet Market



United States . . . . .	8,802
Canada . . . . .	298
Office/Promotion/Trade Shows . . . . .	400
Press Run . . . . .	9,500

*Sugar Producer Magazine*; recognized since 1975 as the **No. 1** sugarbeet-specific publication in the market place! It is **second to none** in **timely and factual editorial** to help growers produce a consistently high-quality crop.

# EDITORIAL PLANNER

Sugar Producer Magazine Editorial Guide for 2012

## JANUARY ■ TRACTOR BUYER'S GUIDE

Chemical Updates • Strip-Till • Planting  
**CLOSING DATE: NOVEMBER 22**

**Bonus Distribution:**

- www.sugarproducer.com
- Far West Agribusiness Association Meeting
- Eastern ID Ag Expo
- Michigan Ontario Sugarbeet Research Reporting Session

## FEBRUARY ■ IRRIGATION PRODUCTS BUYER'S GUIDE

Crop Protection • Planting  
**CLOSING DATE: DECEMBER 23**

**Bonus Distribution:**

- www.sugarproducer.com
- American Sugarbeet Growers Association Annual Meeting
- University of Idaho Snake River Sugarbeet Conference

## MARCH ■ PLANTING EQUIPMENT BUYER'S GUIDE

All Growing Phases • ASGA Convention Report  
**CLOSING DATE: JANUARY 6**

**Bonus Distribution:**

- www.sugarproducer.com
- International Sugarbeet Institute

## APRIL ■ CROP PROTECTION/CHEMICAL BUYER'S GUIDE

Best Management Practices • University & Professional Reports  
**CLOSING DATE: FEBRUARY 24**

**Bonus Distribution:**

- www.sugarproducer.com
- NAMA Conference

## MAY ■ HARVEST EQUIPMENT BUYER'S GUIDE

Pest Control • Fall Weed Control  
**CLOSING DATE: MARCH 30**

**Bonus Distribution:**

- www.sugarproducer.com
- Sugar Industry Technologists Inc. Annual Meeting

## JUNE/JULY ■ REPLACEMENT PARTS BUYER'S GUIDE

Smart Irrigation Month • Harvest Equipment Prep  
**CLOSING DATE: MAY 4**

**Bonus Distribution:**

- www.sugarproducer.com
- World Association Beet & Cane Growers Conference

## AUGUST/ SEPTEMBER ■ TRUCKS/BULK BEDS/TRAILERS BUYER'S GUIDE

Harvest • Agribusiness Financial Planning  
**CLOSING DATE: JULY 2**

**Bonus Distribution:**

- www.sugarproducer.com
- American Sugar Alliance Annual Symposium
- Strip-Till Expo

## OCTOBER ■ INDUSTRY HANDBOOK

**CLOSING DATE: SEPTEMBER 4**

**Bonus Distribution:**

- www.sugarproducer.com

## SUGAR INDUSTRY MAP ■ REFERENCE CHART

**CLOSING DATE: OCTOBER 1**

**Bonus Distribution:**

- www.sugarproducer.com
- Inserts Into November/December *Sugar Producer*

## NOVEMBER/ DECEMBER ■ STRIP-TILL BUYER'S GUIDE

New Seed Varieties  
**CLOSING DATE: OCTOBER 12**

**Bonus Distribution:**

- www.sugarproducer.com
- The Irrigation Show
- Pacific NW Vegetable Association Conference & Trade Show

### COLUMNS

- American Sugarbeet Growers Association
- American Sugar Alliance
- Editor's Sweet Talk

### STANDARD DEPARTMENTS

- Calendar of Events
- New Product Reviews
- Industry News

### FEATURES

- Grower/Farm Manager
- Production Reports
- In the Field: At Present
- University Research Reports
- New Equipment Reviews
- Chemical Application Updates

### BONUSES

- Association Meeting Agendas
- Trade Show Coverage
- Field Tour Reports
- Exclusive Timely Topics
- Bonus Meeting and Show Distribution

## ADVERTISER BENEFITS

- Every issue online at www.sugarproducer.com
- Online issue features free hotlink to your website
- Buyer's Guides for your products
- New Products section for your products
- News section for your company news
- Feature story opportunities
- Reach every sugarbeet grower in US and many in Canada

## DIGITAL ADVERTISING

www.sugarproducer.com

	3x	6x	9x	12x
Full Banner (468 x 60 Pixels)	\$235	\$225	\$215	\$200
Tower Ad (160 x 600 Pixels)	\$310	\$300	\$275	\$250

Hot Links \$600 per year • Video Links \$220 per year

### E-BLASTS

Your message, and yours alone. Send your updates and/or offers to sugarbeet growers and industry insiders. Build in as many hotlinks as you like and expect your message to get sent quickly.

**HTML-based E-blast \$200**

## MARKETING OPTIONS

### BREAK AWAY FROM THE ORDINARY

Using creative options in print will make your ad message more prominent.

Belly bands, cover wraps, inserts and polybags will set you apart.

### DIRECT MAIL/BROCHURES

Put your marketing materials into sugarbeet growers' homes by renting our circulation list.

Everything can be handled for you by your account representative, using our large-format, full-service, on-site print shop.

You can also get help with your brochures, reprints and any other printed matter you need.



# 2012 ADVERTISING RATES

Rate Card Number 37 — Effective January 2012

<b>BLACK/WHITE</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>
Full Page	2904	2759	2622	2491
Two-Thirds Vertical Island	2374	2268	2168	2071
Two-Thirds Page	2121	2015	1914	1818
Half Vertical Island	1860	1767	1678	1594
Half Page Horizontal	1656	1573	1494	1421
Third Vertical	1327	1269	1214	1161
Third Horizontal	1245	1187	1131	1079
Third Page	1162	1105	1049	997
Sixth Page	640	607	578	548
Twelfth Page	352	334	318	302
2nd or 3rd Cover	3050	2898	2753	2616
Spread	5809	5517	5243	4982

<b>2 COLOR</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>
Full Page	3341	3174	3015	2864
Two-Thirds Vertical Island	2759	2663	2568	2472
Two-Thirds Page	2546	2417	2297	2182
Half Vertical Island	2325	2207	2097	2065
Half Page Horizontal	2285	2172	2063	1960
Third Vertical	1658	1598	1538	1479
Third Horizontal	1585	1517	1451	1387
Third Page	1512	1435	1363	1296
Sixth Page	945	904	868	830
2nd or 3rd Cover	3508	3333	3166	3007
Spread	6681	6346	6029	5727

<b>4 COLOR</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>
Full Page	4443	4221	4010	3811
Two-Thirds Vertical Island	3525	3366	3215	3072
Two-Thirds Page	3181	3021	2871	2728
Half Vertical Island	2789	2648	2517	2391
Half Page Horizontal	2484	2359	2241	2130
Third Vertical	1922	1836	1754	1674
Third Horizontal	1833	1745	1663	1584
Third Page	1743	1656	1573	1494
Sixth Page	1509	1461	1425	1380
2nd or 3rd Cover	4666	4433	4212	4001
Back Cover	4888	4644	4412	4192
Spread	8886	8442	8020	7621

<b>ISSUE</b>	<b>CLOSING</b>	<b>MAIL</b>
January	Nov. 22	Dec. 22
February	Dec. 23	Jan. 26
March	Jan. 6	Feb. 6
April	Feb. 24	Mar. 23
May	Mar. 30	Apr. 27
June/July	May 4	June 4
August/September	July 2	July 30
October	Sep. 4	Oct. 2
Sugar Industry Map	Oct. 1	Oct. 25
November/December	Oct. 12	Nov. 12

*Materials due one week after closing date*

## EDITORIAL CALENDAR

January	Tractors Buyer's Guide
February	Irrigation Products Buyer's Guide
March	Planting Buyer's Guide
April	Crop Protection/Chemical Buyer's Guide
May	Harvest Equipment Buyer's Guide
June/July	Replacement Parts Buyer's Guide
August/September	Trucks/Bulk Beds/Trailers Buyer's Guide
October	Industry Handbook
Sugar Industry Map	Reference Chart
November/December	Strip-Till Buyer's Guide

## AD DIMENSIONS

Two-Page Spread.....	15.125 x 10
Full Page.....	7.0625 x 10
2/3 Page Vertical.....	4.667 x 10
1/2 Page Horizontal.....	7.083 x 4.833
1/2 Page Vertical.....	4.667 x 7.333
1/3 Page Rectangular.....	4.667 x 4.833
1/3 Page Horizontal.....	7.083 x 3.167
1/3 Page Vertical.....	2.25 x 10
1/6 Page Horizontal.....	4.667 x 2.333
1/6 Page Vertical.....	2.25 x 4.833
1/12 Page.....	2.25 x 2.333

For complete ad specs, visit:  
[www.sugarproducer.com/media](http://www.sugarproducer.com/media)

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